

**Families Anonymous**  
**Minutes of the Meeting of the Board of Directors**  
**April 20, 2024**

**INTRODUCTION**

**1. Call to Order:** 12:00 pm EDT, by Maria S, Chair

**2. Roll Call:** by Maria S

<u>Name</u>	<u>WSB Role</u>	<u>Attendance</u>	<u>Monthly Report</u>
Maria S	Chair	P	W
Chris Y	Vice Chair	E	W
Cindy C	Treasurer	P	W
Jan B	Secretary	E	E
Ann P	BMAL	P	W
Bob S	BMAL	P	W
Chris Z	BMAL	P	W
Guy B	BMAL	E	W
Helen L	BMAL	P	W
Jeff S	BMAL	P	W
Sarah T	BMAL	E	E
Cristina B	BMAL	A	N
Jeff F	BMAL	E	W

Attendance Key: P=Present, A=Absent, E=Excused, LOA=Leave of Absence

Monthly Report Key: W= Submitted by deadline, L=Submitted after deadline,  
N=No report submitted, E=Excused for extenuating circumstances, LOA = Leave  
of Absence

**3. Acceptance of Published Agenda:**

- Cindy moved to accept the Agenda, Bob seconded, voted on and accepted.

**4. Tradition One:**

- Read by Maria: *“Our common welfare should come first; personal progress for the greatest number depends on unity.”*

**5. Approval of March 2024 WSB Minutes:**

- Ann moved to accept the March WSB Minutes, Jeff seconded, voted on and approved. Maria to distribute.

**6. Chair's Report: Maria S**

- There were no other comments or questions concerning the Chair's Report.

**7. Treasurer's Report: Cindy C**

- Cindy provided the monthly financial reports for March 2024 as part of her monthly report.
- There were no other comments or questions concerning the Treasurer's Report.

**STANDING COMMITTEE REPORTS**

<b><u>Committee</u></b>	<b><u>Chair</u></b>
SC-1 Public Information	Jeff S
SC-2 WSO	Maria S
SC-3 Literature	Ann P
SC-4 Serenity Messenger Newsletter	Robert S
SC-5 Bylaws, Parliamentary	Maria S (ad interim)
SC-6 International Groups	Helen L
SC-7 Budget Committee	Cindy C
SC-8 Sponsorship	Helen L
SC-9 Group Outreach	Chris Z
SC-10 Financial Oversight	Chris Z
SC-11 Technology	Chris Y
SC-12 Long Range Planning	TBD

**AD-HOC COMMITTEE REPORTS**

<b><u>Committee</u></b>	<b><u>Chair</u></b>
AH-1 Convention Liaison	Cindy C
AH-2 Intergroup Support & Development	Jeff F
AH-3 Document Review	Ann P
AH-4 Education	Maria S
AH-5 Literature Access Initiative	Maria S

- **SC-4 Serenity Messenger Newsletter**

- Bob recommended that the Serenity Messenger schedule be changed to a quarterly one rather than bi-monthly. This would be allowed by the By-Laws.
  - There have been few new submissions, so this would allow more time to develop new content.
  - Jeff suggested adding some standing items which can be prepared well in advance (such as “5 things I learned in this program”). Bob agreed and would also like to include items posted on our Social Media accounts.
  - The board discussed this further and agreed to the change.
  - Bob made a motion to move the Serenity Messenger from bimonthly to a quarterly schedule; it was seconded by Ann ; voted on and approved.
  - Bob will develop a new schedule for content submission deadlines and share it with the editorial team and WSB. The intent is to provide a seasonal issue (eg., Winter, Spring, etc.) that is distributed at the start of that season.
- **SC-9 Group Outreach (GO)**
    - Chris Z indicated that she is currently the only member of GO and could use support, particularly with spreadsheets. One spreadsheet is used for quarterly outreach to new groups. A second is used to reach out to groups who have not re-registered by the annual deadline.
    - Maria volunteered to set up a Zoom meeting with Chris Z and former GO chairs Donna D and Marcia C so that they can determine the best way forward.
    - We could also send out a request to the fellowship asking for volunteers for GO.
    - Cindy volunteered to help Chris Z with any spreadsheet questions.
    - Maria thought that Nicole would have a spreadsheet that could be adapted for Chris’s use.

**UNFINISHED BUSINESS: NONE**

**TABLED ITEMS: NONE**

**NEW BUSINESS:**

**1. Review of the Dashboard (Cindy C)**

- **Fellowship Growth:** There were no new groups for the month of March, which is disappointing.
- **Awareness & Outreach:**
  - Progress continues to be made on our Social Media (SM) accounts.

- The YouTube vignette launched in March and garnered a lot of attention. Viewer comments have been positive.
- We are making progress on the Spanish resources being posted on ISSUU. They should be launched in April.
- **Literature & Events:**
  - No new publications.
  - We are still looking for a 2024 host for the convention.
  - The US Bereavement Support Meeting will be launched on April 28. Announcements have gone out and include information about the UK meeting as well.
  - The next education session is scheduled for the beginning of June (moved from May).
  - The Englewood NJ group is having a Zoom anniversary celebration and an invitation went out to the entire fellowship. Board members should consider attending.
- **Social Media Initiatives to Increase FA Presence**
  - All the SM icons have now been added to the homepage.
  - The vignette was launched.
  - We continue to post on all the sites.
  - Board members should consider to share and raise awareness.
- **Social Media Analytics - Key Terms and Metrics**
  - Cindy reviewed the meaning of the following terms and the impact they have on raising awareness: Impression, Reach, Follow and Engagement.
  - Jeff S reports these metrics on his monthly report.
  - It was recommended that in order to generate greater visibility among other users who could benefit from FA (i.e., expand our **reach**), we should **follow** the page, and then **engage** (i.e., like, save, comment, share, click on a link).
- **Social Media Analytics - Facebook**
  - Cindy reviewed the analytics specifically for our Facebook page.
  - Last month, the “Don’t Do It Alone” video had the greatest reach by far when compared to the other posts. This would support creating more video content.
  - We are picking up new Facebook followers. The number greatly increased in March following the announcement that we are on SM.
  - The desired engagement rate goal is 5% according to SM experts.
  - Cindy provided SM metrics compared to our peers (Al-Anon WSO, Smart Recovery).
  - One area of improvement: we should post more often. In March we posted a total of 8 items; our peers posted at least once a day.
  - An example of a post opportunity: a snippet from one of our readings (such as the 12 Promises, the Three C’s, TABW, etc) and share what it means to you. Personal stories resonate well. This will also generate interest in our

literature and website. Material posted could also be included in the Serenity Messenger.

- Currently, Jeff is the only person who can post. If you have a suggestion, send it to Jeff with a cc: to Cindy who can add an appropriate graphic to make it visually interesting.
- SM tends to be most active Monday through Thursday during work hours; this is the best time to post. Instagram is most active on Fridays and weekends.
- **Social Media Analytics - YouTube**
  - We've been on YouTube for ~1year.
  - Announcements (on SM and mass emails to the fellowship) helped to raise awareness of content and generated a spike in views.
- **Group Secretary Calls**
  - If anyone is willing to help make calls, please let Maria know. Maria may be able to make additional calls in May. The next round is due to start in June.

Maria thanked Cindy for putting together this information and reviewing it with the board.

## **2. Motion to Approve Proposal to Move from GoTo to Zoom (Cindy)**

- We would pay \$60 more per year to use Zoom than we currently pay for GoTo.
- Big advantage with Zoom: we would be able to offer 98 groups access to Zoom on the account. Note: Individual groups would normally pay \$150 a year for an account. This would enable us to offer Zoom access to small groups who would otherwise be unable to afford it.
- We would have an overall administrator who would assign sub accounts. The administrator is still to be determined.
- Meetings can be scheduled simultaneously.
- Some considerations:
  - Should we charge the groups a nominal fee to use the Zoom account? Might be burdensome to track this.
  - Ask the group to use the program wisely. If your group can afford your own account, leave one of the 98 slots for those who need it.
  - Consider making a contribution (leave it up to the group to decide how much).
- Meetings can be scheduled well in advance.
- We would use GoTo for the ABM since our subscription doesn't end until ~ July.

**Cindy made motion, Jeff seconded, voted on and approved unanimously.**

## **3. Upcoming Annual Business Meeting (ABM) and Spring E-mailing (Maria)**

- ABM is scheduled for June 8, 2:00 pm ET. All Board Members are expected to attend.
- The spring e-mailing is being prepared; it will go out the first week in May. It includes the cover letter ballot, bios, proxy form and delegate form.
- The following board members have completed their two-year term and will be stepping down from the board:
  - Jeff S: he will continue to be on the PI Committee and maintain the SM accounts. We need to determine which Board Member will take on the role of Chair for the PI Committee.
  - Ann P: she will continue to be on the Literature Committee and transition the Chair role to Maria. Ann is working to document the responsibilities of the Chair. We will look to see if there is a way to further delegate the Chair's responsibilities to others.
  - Sarah T: she will continue to work with the PI Committee to develop videos and public service announcements.
- Maria will share the final documents with the Board so that they are aware of what's being sent out.
- Maria has been in contact with two individuals who are considering joining the Board.

#### 4. Motion to Approve *Suggested Meeting Format* for Bereavement Support Meetings (Maria)

**Motion:** Move that the WSB approve the *Suggested Meeting Format* for Bereavement Support Meetings. It was shared with Board Members prior to the meeting.

**Rationale:**

- To support the conduct of the US Bereavement Support Meeting, a *Suggested Meeting Format* (SMF) was created based on the one used in the UK.
- These support meetings are modified versions of a group FA meeting. The readings have been pared down to the following three: 1) *The Four Destructive Forces*, 2) *The Twelve Steps*, and 3) *The Twelve Promises*. Note: the UK meeting uses only one reading: *The Four Destructive Forces*, which serves as a guide for meeting conduct. For the US version, we felt that inclusion of *The Twelve Steps* was important, since it is a key recovery tool. We are also including *The Twelve Promises*, to illustrate the potential benefits of the FA program.
- We propose assigning the document the following number: #5003B (i.e., the same number as other *Suggested Meeting Format* documents, plus the letter "B" for bereavement).
- By having the *Suggested Meeting Format* published on the website, meeting attendees and leaders would be able to access the document.

**Feasibility:** The proposed SMF was prepared, reviewed and approved by the planning group.

**Cost:** There is no cost associated with this.

**Implementation:** Once the motion is approved, the Golden Master will be provided to Nicole for filing, and a pdf will be placed in the free downloads section of the website.

Maria will incorporate into the SMF:

- Suggestions made by Ann and shared with the board
- The 3 required readings mentioned in the SMF
- The appropriate footers which appear in the other SMFs.

Maria acknowledged Sylvia S (from the LC) and board members Jan B and Chris Y who are members of the planning committee and helped to make this possible, as well as Guy W who introduced us to the UK bereavement support group. The inaugural meeting is scheduled for Sunday, April 28 at 12:00 PM ET.

**Motion to approve the document, including the items to be incorporated, was made by Maria, seconded by Ann, voted on and approved.**

## **CLOSING**

**1. Announcements/items forgotten to mention:** None.

**2. Adjournment:**

Bob moved to adjourn, Ann seconded, voted on and approved. Adjourned at 1:11 pm ET.

**3. Close with Serenity Prayer**